

CITY OF CORAL GABLES
COMMUNICATIONS COMMITTEE MEETING
Minutes of January 21, 2010

Members	J	F	M	A	M	J	J	A	S	O	N	D	J	
Leslie Pantin Jr. Matt Bokor	E	P	P	P	P	E	*	*	+	P	P	P	P	Mayor Donald D. Slesnick II
Richard Chimelis Sam Joseph	P	E	P	P	P	A	*	*	P	A	P	P	P	Commissioner Maria Anderson
Katherine deBlij Maria Garcia	P	E	P	P	P	+	P	*	P	P	E	P	P	Comm. Ralph Cabrera Jr.
Vivian Moré	E	P	E	P	P	P	*	*	E	A	+			Comm. Wayne "Chip" Withers
David Stiefel	P	P	P	E	P	P	*	*	P	P	P	P	E	Vice Mayor William H. Kerdyk Jr.

* No meetings

x No quorum

+ Membership discontinued

Staff in attendance:

Maria Rosa Higgins Fallon, Office of Public Affairs

The meeting came to order at 9:30 a.m.

Approval of minutes

The minutes from the January meeting were circulated for approval.

Motion: Sam Joseph motioned to approve the January meeting minutes. Maria Garcia seconded the motion and it passed unanimously.

Enhanced tagline

Following up on last month's discussion regarding the enhanced tagline, Higgins Fallon reported that the concept suggested by David Stiefel of using "City Beautiful 2.0" was not embraced by the City Manager. He did, however, like the terms "Vibrant" and "Dynamic."

Sam Joseph preferred the term "Dynamic" instead of using "Progressive." Matt Bokor shared the same hesitation of using the word "Progressive." Committee members preferred the usage of the word "Dynamic," followed by the terms "Historic" and then "International."

Census 2010

Higgins Fallon presented a draft of a marketing plan for the upcoming Census 2010. This group is the official Complete Count Committee representing the City of Coral Gables. As part of the public awareness plan, an article on the Census 2010 is coming out in the upcoming winter online newsletter. The Census has provided CGTV with a 3-minute public service announcement which is currently being aired. In addition, CGTV will create two Coral Gables specific PSAs, one encouraging residents to return the questionnaire and another on giving access to the census takers who will be knocking on doors of those who did not return the questionnaire. On the show "Coral Gables Al Día," Higgins Fallon reported that the regional director of the Census has already been interviewed in Spanish and the show has aired on CGTV. The same will be done in English for an upcoming "Coral Gables Now."

E-News Census announcements have started and will continue through July. Higgins Fallon will work on having a Census presence on the City's web and printed materials will be reproduced from the Census website and copied in color.

Higgins Fallon asked for the Committee's participation in community outreach. There are various target audiences such as the business community, the elderly, and condo associations in Coral Gables. She inquired about members' participation in reaching out to these various groups. She also asked if there was interest in having a Census special event. Prior to Census Day on April 15 she suggested asking the Mayor for a proclamation to be presented at a future Commission Meeting.

Maria Garcia suggested reaching out to the condo associations and other organizations such as the Women's Club. She expressed interest in visiting those organizations. Higgins Fallon will provide a list of homeowners association to Garcia. Joseph suggested making a presentation to the next meeting at the Coral Gables Chamber of Commerce. He wanted to reach out to older folks, especially those who are from other places and may be afraid to share the answers of the Census questionnaire. If we are to contact kids, Joseph suggested dealing with children at the high school level who most likely will encourage their parents to fill out the questionnaire.

Bokor also suggested contacting the school's PTA. Joseph volunteered to talk about the Census at the Chamber's functions.

Garcia also suggested advertising the Census on Miracle Mile and to place posters. Higgins Fallon will explore putting a poster on the stand next to Barnes & Noble.

Joseph agreed to do community outreach to the businesses and the Chamber. Garcia will handle the homeowners association.

Bokor suggested as a Census talking point to explain the direct correlation between population counts and the dollars our community can receive. Joseph agreed.

Joseph also suggested contacting employers through the Chamber to see if they can put a Census notice in paycheck stubs.

Haiti Relief

Higgins Fallon provided an update on the City's effort toward the Haiti Relief. There are collection boxes placed at the City's Police and Fire Stations. The City is following the county's lead for the distribution of donations to Haiti. Coral Gables Firefighter David Vargas and our Medical Director were deployed to Haiti to help victims.

Coral Gables Television

Higgins Fallon showed the Census 2010 public service announcement. She will distribute copies to all members.

Higgins Fallon distributed the latest copy of e-News. With no other business to discuss, the meeting was adjourned.